\$ \$ \$ REP HEADLINE# 6301800 \$\$\$ MOD# 2: UNAPPROVED REV #1

AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN ORDER WORKSHEET

SEP25/12 12.14 *** WFSB-TV *** FAX# 703-516-9680 **CHANGES** CREDIT RISK !!! HARRIS REPORT FROM REP

12.14 # SEP25/12 SALESMAN REGIONAL (H) HEATHER UTTLEY ANNE BRAUNSCHEIDEL DATE LOCAL OFF.# WA-CLASS: NATL. BUYER NAME SALES PRSN REP.# INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE U Z H (LINE) ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES, FAIRMOUNT AVENUE, MCMAHON 4 !!!GFSB!!! EST#1291 COMMENTS: CONTRACT # 6301800 21286 MENTZER MEDIA В WK-1 TOMSON, SEP10/12 600 AGY. NAME STATE FLIGHT DATES SEP4/12 TAX # # # ORDER PRDCT CITY ADV AGY

THANKS, MIKE FOR HEATHER 4 36, ZEROED LNS 35, \$480 CREDITED NEW TTL 4220 PLS CFM

REVISED ORDER

REP:

A CASH IN ADVANCE SCHEDULE **** S) H SIHL **** CON CM

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

TV INVOICES #9912736 **ORDER FOR GFSB** IDB #1021

TLOE:	2142	
DAYS		
WEEK :		
SPTS:		Ċ
: END : DATE		0
START DATE	1291	0 1 / 6
RATE	AGENCY EST# =	00.068
LGTH : SEC :	11	30
TIME PERIOD : I	ADVERTISER CODE PRODUCT CODE =	700P~730P
INE#:REP :CD: :LINE#:	AGENCY	35 S 7(
 H		

0

MOM

0

9/10

9/10

\$90.00

EDITION BULTION HASHDE HASHDE PROGRAM :

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET REP HEADLINE# 6301800 \$\$\$ MOD# 2: UNAPPROVED REV #1

SSS

FAX# 703-516-9680 CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES AGENCY

SEP25/12 12.14 *** WFSB-TV ***

* TOLF: SPTS: 0 0 DAYS MOM MOM .. . WEEK TVVII :SPTS: /WK: 0 0 DATE END 9/10 9/10 START DATE 9/10 9/10 RATE \$300.00 \$90.00 •• SEC .. ი 0 9 LGTH •• 00 HAWAII FIVE HAWAII FIVE TIME PERIOD ENT TONIGHT 1000P-1100P 730P-800P PROGRAM : CON COM1: CD: CON COM1: Ø PROGRAM Ø PROGRAM LLINE#: 4 36 :LINE#:REP

\$4,220.00 SEP/12

\$4,220.00

TOTAL

CONTRACT TOTAL

% WHPX WCCT 08 WCTX 48 WTIC 13% WVIT 25% 4 O % WTNH CABL WFSB 40% MARKET TOTALS \$409,687

30 GFSB SHARES ACCURATE.

SVC- NSI DEMOS- RA35+*

*-MULTIPLE N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD X-DAYS L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

CONTRACT

Contract Aureement Between:

WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Revision			Alt Order	#	
	491856	1		06301800		
Product		· · · · · · · · · · · · · · · · · · ·				
MCMAHON 4 IIIGFSBIII						
Contract Dates	Estimate #					
09/04/12 - 09/10/12	1291					
Advertiser			Ori	ginal Date	/ Revision	
McMahon for Senate			0	9/25/12	/ 09/25/12	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	Station	Account Executive		xecutive	Sales Office	
	GFSB	Heather Uttley		tley	HRP-WASHING	
	Special Hand	ling				
	Demographic					
· · · · · · · · · · · · · · · · · · ·	Adults 35+					
<u>[</u>	IDB#	Advertis	ser (Code	Product Code	
Ī	1021					
	Agency Ref		ľ	Advertiser	Ref	

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
1 GFSB 09/04/12 09/07/12 6AM-6:30AM Eyewitness N	lev6AM-6:30AM <u>Rate</u> \$45.00	:30	NM	2	\$90.00
2 GFSB 09/04/12 09/06/12 6:30AM-7AM Eyewitness N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -T-T 2	lev6:30AM-7AM <u>Rate</u> \$60.00	:30	NM	2	\$120.00
3 GFSB 09/04/12 09/06/12 7AM-9AM The Early Show Start Date	7AM-9AM <u>Rate</u> \$40.00	:30	MM	2	\$80.00
4 GFSB 09/04/12 09/07/12 Eyewitness News at Noon <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -TF 2	12PM-12:30PM <u>Rate</u> \$50.00	:30	NM .	2	\$100.00
5 GFSB 09/04/12 09/06/12 5PM-5:30PM Eyewitness N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -T-T 2	ev5PM-5:30PM <u>Rate</u> \$65.00	:30	NM	2	\$130.00
6 GFSB 09/04/12 09/07/12 5:30PM-6PM Eyewitness N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -TF 2	<u>Rate</u> \$65.00	:30	NM	1	\$65.00
<u>Spot Ch Date Range Description</u> 1 GFSB 09/03/12-09/09/12 5:30PM-6PM Eyewitness N See MG 25 2,25.3,25.4	Start/End Time lev5:30PM-6PM		<u>Rate Type</u> 5.00 <i>NM</i>		
7 GFSB 09/04/12 09/06/12 6PM-6:30PM Eyewitness No Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -T-T 2	ev6PM-6:30PM <u>Rate</u> \$90.00	:30	MM	2	\$180.00
E 8 GFSB 09/07/12 09/07/12 7PM-7:30PM Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	7PM-7:30PM <u>Rate</u> \$90.00	:30	NM	0	\$0.00
Spot Ch Date Range Description 1 GFSB 09/03/12-09/09/12 7PM-7:30PM Credited	Start/End Time 7PM-7:30PM	<u>Weekdays Length F</u> F :30 \$90	tate Type 0.00 NM		
9 GFSB 09/05/12 09/05/12 7:30PM-8PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	7:30PM-8PM <u>Rate</u> \$90.00	:30	MM	1	\$90.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full Is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy Instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order # 491856 06301800 Contract Dates Product Estimate#

09/04/12 - 09/10/12 MCMAHON 4 !!!GFSB!! 1291 Advertiser Original Date / Revision

09/25/12 / 09/25/12 McMahon for Senate

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	k Rate			and the second second	
10 GFSB 09/04/12 09/06/12 5AM-5:30AM Eyewitness Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TWT 4	Nev5AM-5:30AM	:30	ММ	4	\$100.00
11 GFSB 09/04/12 09/07/12 5:30AM-6AM Eyewitness Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TF 2		:30	ММ	2	\$70.00
12 GFSB 09/04/12 09/08/12 M-SU Eyewitness News @ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -T-T-S- 3		:30	МИ	3	\$195.00
13 GFSB 09/04/12 09/04/12 NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -1 1	8PM-9PM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
14 GFSB 09/04/12 09/04/12 National Conventions Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -1 1	10pm-11pm <u>Rate</u> \$400.00	:30	NM	. 1	\$400.00
15 GFSB 09/05/12 09/05/12 Criminal Minds <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	9PM-10PM <u>Rate</u> \$220.00	:30	MM	1	\$220.00
16 GFSB 09/05/12 09/05/12 National Conventions <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	10pm-11pm <u>Rate</u> \$400.00	:30	MM	1	\$400.00
17 GFSB 09/07/12 09/07/12 CSI: NY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	9PM-10PM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
18 GFSB 09/08/12 09/08/12 SA Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121- 1	6AM-7AM <u>Rate</u> \$20.00	:30	NM	1	\$20.00
19 GFSB 09/08/12 09/08/12 SA Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1- 1	7AM-9AM <u>Rate</u> \$35.00	:30	ММ	1	\$35.00
20 GFSB 09/08/12 09/08/12 SA 6pm-6:30pm EWN Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1- 1	6PM-6:30PM <u>Rate</u> \$35.00	:30	ММ	1	\$35.00
21 GFSB 09/09/12 09/09/12 SU Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	6AM-7AM <u>Rate</u> \$20.00	:30	NM	1	\$20.00
22 GFSB 09/09/12 09/09/12 SU Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	7AM-9AM <u>Rate</u> \$35.00	:30	MM	1	\$35.00
23 GFSB 09/09/12 09/09/12 CBS Sunday Morning Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	9AM-10:30Am <u>Rate</u> \$85.00	:30	NM	1	\$85.00
24 GFSB 09/09/12 09/09/12 Su 10:30AM-11:30AM ROT Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	10:30AM-11:30AM <u>Rate</u> \$55.00	:30	NM	1	\$55.00
25 GFSB 09/09/12 09/09/12 SU 6:30PM-7PM EWN Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	6:30PM-7PM <u>Rate</u> \$45.00	:30	MM	3	\$110.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision 491856 /	Alt Order # 06301800
Contract Dates	Product	Estimate #
CN/NND - CN/NND	MCMAHON A HIGESE	2114204

Advertiser Original Date / Revision 09/25/12 / 09/25/12 McMahon for Senate

Spots/	•		
*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate	Туре S	pots	Amount
<u>Start Date End Date Weekdays Spots/Week Rate</u> Spot Ch Date Range Description Start/End Time Weekdays Length Rate	Туре	To have been supplied from	
1 GFSB 09/03/12-09/09/12 SU 6:30PM-7PM EWN 6:30PM-7PMSt :30 \$45.00 See MG 25.2,25.3,25.4	NM		
2 GFSB 09/08/12-09/08/12 M-SU Eyewitness News @ 1111PM-11:35PMSa :30 \$65.00	NM		•
MG for 6.1,25.1 3 GFSB 09/08/12-09/08/12 Wknd Late Fringe Synd. 1135PM-12:35AMSa :30 \$15.00	NM		
	NM		
26 GFSB 09/09/12 09/09/12 60 Minutes 7PM-8PM :30	NM	1	\$550.00
<u>Start Date </u>			
27 GFSB 09/09/12 09/09/12 Mentalist 10PM-11PM :30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/121 1 \$200.00			
28 GFSB 09/10/12 09/10/12 6AM-6:30AM Eyewitness Nev6AM-6:30AM :30 Start Date End Date Weekdays Spots/Week Rate	NM	1	\$40.00
Week: 09/10/12 09/16/12 1 1 \$40.00			
29 GFSB 09/10/12 09/10/12 6:30AM-7AM Eyewitness Nev6:30AM-7AM :30 Start Date End Date Weekdays Spots/Week Rate	NM	1	\$50.00
Week: 09/10/12 09/16/12 1 1 \$50.00			
30 GFSB 09/10/12 09/10/12 7AM-9AM The Early Show 7AM-9AM :30 Start Date End Date Weekdays Spots/Week Rate	NM :	1 .	\$30.00
Week: 09/10/12 09/16/12 1 1 \$30.00			
31 GFSB 09/10/12 09/10/12 Eyewitness News at Noon 12PM-12:30PM :30 Start Date End Date Weekdays Spots/Week Rate	NM	1	\$50.00
Week: 09/10/12 09/16/12 1 1 \$50.00			
32 GFSB 09/10/12 09/10/12 5PM-5:30PM Eyewitness Nev5PM-5:30PM :30	NM	0	\$0.00
Week: 09/10/12 09/16/12 1 1 \$65.00 <u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate</u>	<u>Type</u>		
1- GFSB 09/10/12-09/16/12 5PM-5:30PM Eyewitness Nev5PM-5:30PM M :30 \$65.00	NM		
Credited 33 GFSB 09/10/12 09/10/12 5:30PM-6PM Eyewitness Nev5:30PM-6PM :30	NM	0	\$0.00
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 09/10/12 09/16/12 1 1 \$65,00		v	ψο.σσ
Spot Ch Date Range Description Start/End Time Weekdays Length Rate	<u>Type</u>		
1 GFSB 09/10/12-09/16/12 5:30PM-6PM Eyewitness Nev5:30PM-6PM M ;30 \$65.00 Credited	NM		
34 GFSB 09/10/12 09/10/12 6PM-6:30PM Eyewitness Nev6PM-6:30PM :30	NM	0	\$0.00
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 09/10/12 09/16/12 1 1 \$90.00			
Spot ChDate RangeDescriptionStart/End TimeWeekdaysLengthRate1 GFSB09/10/12-09/16/126PM-6:30PM Eyewitness Net6PM-6:30PMM	<u>Type</u>		
1 GFSB 09/10/12-09/16/12 6PM-6:30PM Eyewitness Nev6PM-6:30PM M :30 \$90.00 Credited	NM		
N 35 GFSB 09/10/12 09/10/12 7PM-7:30PM 7PM-7:30PM :30 Start Date	NM	0	\$0.00
Week: 09/10/12 09/16/12 1 1 \$90.00			
Spot Ch Date Range Description Start/End Time Weekdays Length Rate 1 GFSB 09/10/12-09/16/12 7PM-7:30PM M :30 \$90.00	Type NM		
Credited 1.50 \$50.00	14141		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

09/25/12 / 09/25/12



	491856 /	06301800
Contract Dates 09/04/12 - 09/10/12	Product MCMAHON 4 IIIGFSBII	Estimate # 1291
Advertiser	Origi	nal Date / Revision

Contract / Davision

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	eSpots .	Amount
N 36 GFSB 09/10/12 09/10/12 7:30PM-8PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	7:30PM-8PM <u>Rate</u> S90.00	:30	NN	0	\$0.00
Spot Ch Date Range Description 1 GFSB 09/10/12-09/16/12 7:30PM-8PM Credited	Start/End Time 7:30PM-8PM	Weekdays Length M::30	Rate Type \$90.00 NM		
37 GFSB 09/10/12 09/10/12 5AM-5:30AM Eyewitness No. Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	ev5AM-5:30AM <u>Rate</u> \$20.00	:30	NM	1	\$20.00
38 GFSB 09/10/12 09/10/12 5:30AM-6AM Eyewitness No. Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	ev5:30AM-6AM <u>Rate</u> \$30.00	:30	NM	1	\$30.00
39 GFSB 09/10/12 09/10/12 M-SU Eyewitness News @ Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	1°11PM-11:35PM <u>Rate</u> \$65.00	:30	NM	1	\$65.00
N 40 GFSB 09/10/12 09/10/12 Hawaii 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	10PM-11PM <u>Rate</u> \$300.00	:30	NM	0	\$0.00
Spot Ch Date Range Description 1 GFSB 09/10/12-09/16/12 Hawaii 5-0 Credited	Start/End Time 10PM-11PM	Weekdays Length M: :30	<u>Rate Type</u> 300.00 NM		
41 GFSB 09/04/12 09/07/12 Eyewitness News at Noon Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TwTF 2	12PM-12:30PM <u>Rate</u> \$50.00	:30	NM	2	\$100.00
		Totals		49	\$4,220.00

McMahon for Senate

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	49	\$4,220.00	\$3,587.00
Totals	49	\$4,220.00	\$3,587.00

Signature:		Date:	
•	\		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment fo station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.